

1. Name of Registrant

Ruder Finn & Rotman, Inc.

2. Registration No.

1481

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in

☐ Initial Statement

☐ Supplemental Statement for _____

☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.

☒ Other purpose (specify) To register work to be done on behalf of Gicom Puba

☐ To give notice of change in an exhibit previously filed.

4. If this amendment requires the filing of a document or documents, please list-

Exhibit A - attached

Exhibit B - attached with contract

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Ruder Finn & Rotman has been retained to provide public relations service to Gicom Puba including: work to interest an american fashion magazine in doing a joint promotion with OH, published by Gicom Puba and provide counsel on this subject.

INTERNAL SECURITY
SECTION 1
REGISTRATION UNIT
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The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

Abraham S. Leutz Treasurer

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

Subscribed and sworn to before me at New York, New York
this 29th day of July, 19 85 Elizabeth Fishtein
(Notary or other officer)

My commission expires _____

ELIZABETH FISHEIN
Notary Public, State of New York
No. 4718467
Qualified in New York County
Commission Expires March 30, 1986

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Ruder Finn & Rotman, Inc. 110 E. 59th Street New York, NY 10022		2. Registration No. 1481
3. Name of foreign principal Gicom Puba	4. Principal address of foreign principal Van Putlei 41A 2018 Antwerpen, BELGIUM	

5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☒ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual—State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

b) Name and title of official with whom registrant deals. N/A

7. If the foreign principal is a foreign political party, state:

a) Principal address

N/A

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Publishing magazines

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b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

N/A

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A	Name and Title Abraham D. Peritz, Treasurer	Signature 
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INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder Finn & Rotman, Inc.	Gicom Puba

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.

Meetings and telephone discussions with American magazines

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5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Meetings and telephone discussions with American magazines.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
	Abraham D. Peritz Treasurer	

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



RUDER FINN & ROTMAN

June 24, 1985

Ms. Gisete Speaker
Van Putlei Ula
2018 Antwerjen
Brussels
Belgium

Dear Gisete:

I was delighted to learn from Jill Totenberg that we are proceeding on the project of trying to identify and arrange for an American magazine such as Glamour to participate with you in the Twinning project. As soon as Jill receives your back issues and reader profiles, we'll begin work.

This will serve as a letter of agreement between Ruder Finn & Rotman and your organization, Van Putlei Ula, to investigate and arrange for this project. We will bill you on an hourly basis for the time we spend with a \$5,000 ceiling. If we determine immediately that there is no possible tie-in opportunity with an American magazine, we will stop work immediately and will make other suggestions to you for a joint promotion with an American organization.

In addition to Glamour, among the publications with which we will be talking are Working Woman, Self, McCall's, Family Circle and the like.

Finally, we would appreciate a deposit of \$500 to cover out-of-pocket expenses.

Jill and I are very excited about this project. We both believe it holds a lot of promise.

Best regards,

Harriet
Harriet Mouchly-Weiss

HM-W/dh

CC: Bernard Mahy
Jill Totenberg

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